Day of the Seafarer
25 June 2016

HOW YOU CAN JOIN THE CAMPAIGN
Thank you for supporting the Day of the Seafarer campaign.

This toolkit outlines how you can use Facebook, Twitter, Youtube, blogs and other platforms to celebrate the Day of the Seafarer.

If you have any questions or ideas, please contact the IMO Media team media@imo.org

THANK YOU FOR YOUR HELP.
Campaign Message

This year’s campaign aims to highlight that seafarers serve at sea not just for the shipping industry but for all of us. The campaign tagline this year is: #AtSeaForAll

It will create a picture of seafaring as being "indispensable to the world".
What is Day of the Seafarer?

- An official United Nations international observance day
- Every year on 25 June
- Organized by the International Maritime Organization
- Reaches millions of people worldwide
Aims of Day of the Seafarer
2016: #AtSeaForAll

• Engage the shipping industry to tell both seafarers and the non-shipping audience that seafarers are essential to us all – by saying *At Sea for All*

• Engage seafarers themselves to say that they are proud to serve a wider cause than just their own careers – by saying *We are At sea for All*

• Engage enlightened members of the general public to signal their own appreciation of the importance of seafarers – by saying *Seafarers are At Sea for All*
How you can be involved

If you are a seafarer or working in the maritime industry, tweet using the hashtag #AtSeaForAll

For example:

- **Day of the Seafarer June 25**
  - @MCHQ I just took the quiz, I am a seafarer who is #AtSeaForAll, Happy Day of the Seafarer!

- **Day of the Seafarer June 25**
  - @MCHQ I am a seafarer and amongst other things I ship essentials like medicine around the world, we are #AtSeaForAll

- **Day of the Seafarer June 25**
  - 90% of household goods are brought to us by seafarers, despite it not always being easy we continue to be #AtSeaForAll

- **Day of the Seafarer June 25**
  - It is thanks to seafarers that we can all have a nice cup of tea right when we need it, thanks to all seafarers for being #AtSeaForAll
How you can be involved

If you would like to celebrate seafarers and let the world know how and why seafarers are indispensable to everyone – tweet using the hashtag #AtSeaForAll

For example:

- **Day of the Seafarer** June 25
  - @IMOHQ just completed the quiz, I'm so grateful to seafarers, they really are #AtSeaForAll

- **Day of the Seafarer** June 25
  - Seafarers are so knowledgeable, thanks for shipping essentials like medicine around the world, Seafarers are #AtSeaForAll

- **Day of the Seafarer** June 25
  - 90% of household goods are brought to us by seafarers, thank you for your sacrifice despite it not always being easy you continue to be #AtSeaForAll

- **Day of the Seafarer** June 25
  - @IMOHQ Shout out to all our selfless employees, from captains to cooks to engineers – thanks for manning our ships and for being #AtSeaForAll
SEAFARERS ARE AT SEA FOR ALL

Post on our Photo Wall:

Watch and share our video:

**Seafarers brought me...**
Share your “#AtSeaForAll” messages:

Our social media channels are:

https://twitter.com/IMOHQ
https://www.facebook.com/IMOHQ
http://www.flickr.com/photos/imo-un/collections/
http://www.youtube.com/user/IMOHQ
Thank you for your support!

CONTACT the IMO Media team:
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